

ORDER



**SPOKANE
COEUR D'ALENE**

KXLY4.2

Orders

Order / Rev: 170560

Alt Order #: 08417089

Product Desc: MIKE CRAPO FOR SENAT

Estimate: 148

Flight Dates: 10/17/16 - 11/13/16

Original Date / Rev: 10/14/16 / 10/14/16

Order Type: GENERAL

Primary AE: MATT WURM

Sales Office: H-DC

Sales Region: NATL

Agency

Name: Sandler & Innocenzi

Buying Contact:

Billing Contact:

705 Prince Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Crapo for Senate ID (R)

Demographic: HH

Product Codes: PL Candidate

Priority: P-3

Revenue Codes: AGY, POL, CAND

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	34	\$250.00	\$212.50
10/31/16	11/04/16	17	\$125.00	\$106.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	34	\$250.00	\$212.50	0.00
November 2016	17	\$125.00	\$106.25	0.00
Totals	51	\$375.00	\$318.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KXLY4.2	1%	\$375.00
Market	100%	\$37,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	4%	\$1,500.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	32%	\$12,000.00
KREM	47%	\$17,625.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXLY	16%	\$6,000.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY2	10/17/16	11/04/16	1-2p	CM	1-2p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	9	\$45.00
M-F 1-2p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--			3			\$5.00		0.00			

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Advertiser: Crapo for Senate ID (R)
Product Desc: MIKE CRAPO FOR SENAT
Estimate: 148
KXLY4.2

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY2	10/17/16	11/04/16	1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	9	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$5.00			0.00			
E 2	KXLY2	10/17/16	11/04/16	11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	9	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$5.00			0.00			
E 3	KXLY2	10/17/16	11/04/16	2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	9	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$5.00			0.00			
E 4	KXLY2	10/17/16	11/04/16	7-8p M-F 7-8p	CM	7-8p (7:30 PM-8:00 PM)	MTWTF--	:30	2	\$25.00	P-3	0.00	NM	6	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		2			\$25.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		2			\$25.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		2			\$25.00			0.00			
E 5	KXLY2	10/17/16	11/04/16	Prime ROS M-Sun Prime Ros	CM	M-Su 8p-12m (8:00 PM-8:30 PM)	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	9	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$5.00			0.00			
E 6	KXLY2	10/17/16	11/04/16	Prime ROS M-Sun Prime Ros	CM	M-Su 8p-12m (8:30 PM-9:00 PM)	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	9	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		3			\$5.00			0.00			
													Totals	51	\$375.00